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(54) **OBJECT RECOGNITION BASED PHOTO FILTERS**

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(57) **ABSTRACT**

Systems and methods for generating and distributing photo filters are described. A photo filter publication application receives filter data and object criteria and generates a photo filter based on the filter data. The photo filter is associated with satisfaction of the object criteria. A photo filter engine then identifies that a client device has taken a photograph. The photo filter engine then provides the photo filter to the client device based on the photograph including an object that satisfies the object criteria. The photo filter may then be displayed as an option on a user interface of the client device. The object criteria may include associations between an object and a source of image data, for example, a brand of a merchant in which case the associated photo filter may include images associated with the brand of the merchant.

USER-BASED PHOTO FILTER PUBLICATION MODULE 314

USER-BASED FILTER DATA UPLOAD MODULE 402

USER-BASED OBJECT CRITERIA UPLOAD MODULE 404

USER-BASED VIDEO CREATION MODULE 406

USER-BASED PUBLICATION ENGINE 408